

Message Text

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TAGS: BEXP BMEP HO

SUBJECT: MAJOR TRADE OPPORTUNITY: HOTEL CONSTRUCTION AND EQUIPMENT

1. HONDURAN COMPANY CALLED SOCIEDAD PROMOCIONES Y TURISMO, S.A. (PROMOTUR), LED BY LIC. EDMUND BORGRAN, A WELL-KNOWN AND SUCCESSFUL SAN PEDRO SULA BUSINESSMAN, IS PLANNING THE CONSTRUCTION OF THREE MAJOR HOTELS. TOTAL INVESTMENT ESTIMATED AT \$7 MILLION. LOCATION OF THE THREE HOTELS AND THEIR SIZE IS AS FOLLOWS; SAN PEDRO SULA (200 ROOMS), TELA (200 ROOMS), SIGUATEPEQUE (60 ROOMS). MEXICAN FIRM NOW WORKING ON PLANS AND ARCHITECTURAL DRAWINGS. SAN PEDRO SULA AND TELA FACILITIES TO BE BUILT FIRST AND SIMULTANEOUSLY WITH CONSTRUCTION TO BEGIN EARLY 1975. CONSTRUCTION TIME ESTIMATED AT 30 MONTHS. CABEI INTERESTED IN FINANCING.

2. HOTEL IN TELA TO BE CORE OF LONGER RANGE PROJECT, INVOLVING CONSTRUCTION OF VACATION AND RETIREMENT HOMES, APARTMENTS AND CONDOMINIUMS, AND RECREATIONAL FACILITIES. ATTENDANT INFRASTRUCTURE, INCLUDING POTABLE WATER, DRAINAGE, STREETS, LIGHTING, ETC., ALSO NEEDED. COST OF THIS EXPANDED VACATION COMMUNITY ESTIMATED AT \$20-30 MILLION AND EXECUTION TIME EIGHT YEARS.

3. EDMUND BORGRAN IS PRESIDENT OF THE BANCO HIPOTECARIO (AN IMPORTANT HONDURAN BANK), "TIEMPO" (A LEADING HONDURAN NEWS-PAPER), CENTRO PRISA (SHOPPING CENTER COMPLEX), HOGARAMA (HARDWARE STORE), AND HAS INVESTMENTS IN SUGAR AND OTHER AREAS. IN ADDITION PROMOTUR IS ACQUIRING 40 PERCENT OF TAN

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AIRLINES, WHICH IN TURN HOLDS 38 PERCENT OF STOCKS

OF SAHSA (THESE ARE THE TWO HONDURAN AIRLINES; BOTH HAVE
ROUTES TO THE U.S. AND ARE ACTIVE IN TOURISM PROMOTION.)

4. U.S. COMPANIES INTERESTED IN CONSTRUCTION OF THESE
FACILITIES OR PROVISION OF NEEDED EQUIPMENT SHOULD CONTACT EDMUND
BOGRAN, BANCO HIPOTECARIO, LA CALLE, 8A AVE. S.O.,
SAN PEDRO SULA OR MARIO G. BOGRAN, HOGARAMA, S.A.,
APARTADO POSTAL 1054, SAN PEDRO SULA. HOGARAMA WILL BE THE
COMPANY PRIMARILY RESPONSIBLE FOR ACQUISITION OF MATERIALS,
FURNISHINGS AND EQUIPMENT FOR THE HOTELS (SEE OUR PTO'S
43 THROUGH 48 SUBMITTED 2/22/74).
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